

## Introduction

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Godbe Research & Analysis is pleased to present the results of a public opinion research project conducted for the City of La Canada Flintridge. This report is organized into the following sections:

### *Executive Summary*

The *Executive Summary* includes a summary of the key findings from the survey and a *Conclusions & Recommendations* section, which details our recommended course of action based on the survey results.

### *Methodology*

The *Methodology* section explains the methodology used to conduct this type of survey research. This section also explains how to use the detailed crosstabulation tables in Appendix B.

### *Summary of Results*

In the body of the report, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Issues of Importance
- City Services
- Funding Mechanisms and Proposed Projects
- Community Facilities
- Zoning and Planning
- City-Resident Communication
- Demographics

### *Appendices*

We have included the following two *appendices*:

- *Appendix A*, which presents the questionnaire and topline data.
- *Appendix B*, which presents the crosstabulations.

## Executive Summary

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### Key Findings

Based on an analysis of the survey data, Godbe Research & Analysis offers the following key findings:

#### *Issues of Importance*

The issues seen as the most important in the City were ‘Improving the quality of education’, ‘Providing youth activities’ and ‘Preserving open space’. The least important issues of those we tested dealt with improvements to the downtown area. Specifically, ‘Improving walkability along Foothill Boulevard’, ‘Improving the business climate in La Canada Flintridge’ and ‘Improving the downtown area’ received relatively low importance ratings.

#### *City Services*

Eighty percent of residents were either ‘very’ or ‘somewhat’ satisfied with the City’s overall provision of programs and services. In contrast, only thirteen percent were ‘very’ or ‘somewhat’ dissatisfied.

With respect to the perceived importance of specific City services, ‘Providing fire protection and prevention services’, ‘Offering library services’ and ‘Maintaining local streets, roads and medians’ were the three most important services of those tested.

Residents were generally satisfied with the City’s efforts to ‘Investigate criminal activity’, the City’s provision of a ‘Number of recreation fields’ and ‘Animal control services’. Residents were considerably less satisfied however, with the City’s provision of ‘Street sweeping’, the ‘Development and maintenance of a city-wide sewer system’ and the ‘Maintenance of recreation fields’.

#### *Funding Mechanisms and Proposed Projects*

In order to fund upcoming projects, residents were equally supportive of the City using money from its reserves (56%) and the general operating budget (56%). They were less supportive of a local tax (37%) however. Of those who indicated they would support a local tax, 43 percent found a ‘General obligation bond’ to be an acceptable option, 31 percent found a ‘Utility tax’ acceptable, 30 percent found a ‘Parcel tax’ acceptable and 27 percent said a ‘Benefit assessment’ was an acceptable tax method. A large percentage of respondents had ‘No opinion’ regarding each of the four types of tax we tested, which suggests they may have been unsure of the specific details involved in each of the tax options.

Of the proposed spending projects tested, ‘Developing a City-wide sewer system’ received the most support. ‘Undergrounding the remaining utility lines from Angeles Crest Highway as on most of Foothill Boulevard’ and ‘Acquiring and maintaining property for open space’ were the next highest priorities. The lowest levels of support were found for ‘Constructing one facility that would house both a City Hall and school district administrative offices’, ‘Devel-

oping a skateboard park’ and ‘Constructing one facility that would house both a City Hall and a Community Center’.

When asked if they would be interested in a subscriber-based bus program for school children, about half (51%) of residents with a school-aged child in their home said they would not be interested in subscribing to the bus service. Forty percent said they were interested in such a service and eight percent were undecided.

The majority of residents (63%) were opposed to the City paying \$500,000 per mile to have sound walls constructed at an earlier date than planned by the State of California.

#### *Community Facilities*

Just over half (54%) of the respondents indicated that either they or someone in their household had participated in a program or attended the preschool at the Roger Barkley Community Center. With respect to the proposed additions to the Community Center, a ‘Teen center’ and ‘After-school programs’ were favored over a ‘Senior center’.

#### *Zoning and Planning*

The type of new business most residents would like to see in La Canada was a department store, with nineteen percent of the respondents mentioning either ‘Department store’, ‘Nordstrom’s’ or ‘Macy’s’ in an open-ended question. An upscale clothing store (8%), upscale food store such as Gelson’s or Bristol Farms (7%) and ‘Sports Chalet’ or ‘Sporting goods store’ (7% combined) were also popular choices.

Forty-seven percent of respondents felt the City should be more restrictive on hillside development and forty-two percent thought the City should remain ‘about the same as it is now’. Only six percent thought the City should be less restrictive.

Thirty-three percent felt the City should be more restrictive on the architectural design and appearance of hillside residential buildings. Half of all residents surveyed (50%) felt the City should remain ‘about the same’ with its restrictions, and twelve percent thought the City should be less restrictive.

When asked about architectural design and appearance limitations on buildings not located on a hillside, about half (51%) wanted to see such limitations enforced. Forty-one percent were opposed to placing limits, and eight percent were undecided on the issue.

When residents were questioned about “mansionization”, sixty-four percent felt the City should be more restrictive in its regulation of the construction of large mansion-type houses on standard-size lots. Twenty-five percent thought the City should remain ‘about the same’ and only nine percent thought the City should be less restrictive.

Residents were almost evenly split between support and opposition of “Orange Grove Boulevard” type senior housing along the Foothill Boulevard corridor. Forty percent were in sup-

port of the senior housing and 44 percent said they opposed such housing. Sixteen percent of respondents were undecided.

Regarding the use of City funds to refurbish the storefront appearance of private commercial properties along Foothill Boulevard, the majority (68%) of respondents were opposed, 25 percent were in favor, and an additional seven percent were undecided.

#### *City-Resident Communications*

Seventy-seven percent of respondents were 'very satisfied' or 'somewhat satisfied' with the City's efforts to communicate with La Canada Flintridge residents. Thirteen percent were 'somewhat dissatisfied' and seven percent were 'very dissatisfied'.

An open-ended question asking residents to indicate the information source they turned to for City news, information and programming revealed that 77 percent indicated *La Canada Valley Sun* and 67 percent said that *Outlook* was their main source of City news, making these two publications the most prevalent sources in the community.

A series of questions designed to gather information concerning the optimal time and day for City Council Meetings revealed that among those residents who have a preference, most want the meeting to be held later in the evening, but continue to be held on Mondays. Forty-five percent suggested 7:00 and 31 percent said 8:00 would be the most convenient time.

Fifty-three percent of residents said they would be interested in seeing City Council Meetings televised, whereas 44 percent were not interested. Seventy-six percent of those who *were* interested (or 40% of residents overall) said they would be willing to pay an extra 75 cents per month on their cable bill to see the meetings televised.

Fifty-nine percent indicated they had visited City Hall in the last year. Of those, seventy percent felt their experience at City Hall was 'excellent' or 'good'. Twenty-eight percent, however, felt their experience was only 'fair', 'poor' or 'very poor'.

Of those respondents who have access to the Internet (82%), thirty-one percent indicated they had visited the City of La Canada Flintridge homepage, whereas 69 percent had not.

#### Conclusions & Recommendations

Based on the research objectives for this study and the findings of the analyses, Godbe Research & Analysis is pleased to offer the following conclusions and recommendations:

Residents view the most important issues facing their community as being related to education, youth activities and open space preservation. There is somewhat less support for City projects involving the parking and appearance issues concerning Foothill Boulevard, Music in the Park, or the development of small neighborhood parks.

The areas most in need of service improvements include street sweeping, the development and maintenance of a City-wide sewer system, and the maintenance of recreation fields in the City.

Residents generally prefer the city use either its own reserves or the general budget to fund City improvements rather than initiate a tax increase. Initial support for a local tax is low, and a successful tax measure would need to address the issues of importance to residents and utilize strong campaign messaging. Residents of La Canada, like residents of many other cities surveyed by GRA, find the most acceptable form of tax increase to be a general obligation bond.

The project that evokes the highest level of support for City funding is the development of a citywide sewer system. Undergrounding the utility lines on Angeles Crest Highway, acquiring and maintaining open space, developing sports and recreation fields, and alleviating school parking and traffic also receive high levels of approval with regard to receiving City funds. Constructing one facility to house both the City Hall and School District administrative offices would not be a popular City expenditure.

The flexibility of multi-purpose rooms would be an attractive addition to the changes being planned for the Charles Barkley Community Center.

In soliciting new businesses to La Canada, the Council may wish to focus on upscale department and clothing stores, as well as grocery stores such as Gelson's or Bristol Farms. Residents also mentioned Sports Chalet as a welcome addition to their City.

Residents are divided in their opinions regarding City zoning issues. Almost two-thirds of residents support more restrictive City regulations regarding the building of mansion-type housing on standard-sized lots. Residents are evenly divided as to whether the City should maintain its current standards regarding both hillside development and design regulation or be more restrictive, although little support exists for easing the current restrictions. Residents are also equally divided regarding the development of senior housing on Foothill Boulevard, with about 40 percent opposed and 40 percent supportive of this idea. Slightly more than two-thirds of residents are opposed to the City funding the refurbishment of commercial properties along Foothill Boulevard.

Although slightly over three-fourths of residents are 'somewhat' or 'very' satisfied with the City's efforts to communicate with residents, this survey reveals several opportunities for improvements to the City's communication efforts. Four-fifths of the residents of La Canada have access to the Internet, but only one in four has visited the City's website. About half of all residents are interested in seeing City Council meetings televised, and of those, three-fourths say that they would be willing to pay an additional 75 cents on their cable bill in order to have the meetings televised. This includes residents who do not currently subscribe

to cable television however, and does not imply that they would be willing to subscribe in order to receive this service.

Although 56 percent of residents say that the time of the City Council meeting makes ‘no difference to their attendance, almost one-third would prefer the meetings to be held later in the evening. If Council meetings were held at 7:00 or even 8:00 pm, many residents might find it more convenient to attend.

## Methodology

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### *Research Objectives*

At the outset of this project, the City of La Canada Flintridge and GRA identified several research objectives for this study. Viewed broadly, the City of La Canada Flintridge was interested in using survey research to:

- evaluate residents' satisfaction with City programs, services, and departments;
- prioritize the need for service improvements;
- identify needs that are not currently addressed by the City;
- assess residents' support for City funding of additional programs and services.
- estimate the existing level of support for specific issues including residential and commercial zoning, modes of taxation, and the use of City funds;
- determine the effectiveness of the City's communication with citizens *and*
- profile the demographic characteristics of the City's residents;

### *Sample & Weighting*

Table 1 briefly outlines the methodology employed in this project. As the research objectives involve issues that concern the entire La Canada Flintridge community, it was determined the most appropriate sampling methodology would be to interview a sample of community residents, rather than examining a more specialized subsample, such as one of registered voters. Respondents were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges in the City of La Canada Flintridge. Phone exchanges are not always exclusive to a particular City however, and the incidence rate reflects the percentage of households in that exchange which are within the City of La Canada Flintridge. Combining all of the active phone exchanges in the City, La Canada Flintridge has an incidence rate of 33 percent.

Interviewers first asked potential respondents a series of questions known as a screener, which is used to make sure the person is a resident of the City of La Canada Flintridge, that they are 18 years of age and older. The screener is also used to correct some of the bias introduced by the RDD sampling methodology. RDD samples typically overrepresent women and older residents, who are more likely to be home in the early evening or week-end hours, and are also more likely to answer the telephone. In order to adjust for the bias of who in a household is most likely to answer the telephone, interviewers also ask to speak to the youngest male in the household. In this way, a few of the least likely household members to answer the telephone are included in the RDD sample.

Despite our best attempts to prevent RDD sample bias, some bias exists in every sample. Once collected, the data have been compared to Census data in order to further examine any possible differences between the sample and the population of adult residents of the City of La Canada Flintridge. The data have been weighted to correct for slight deviations in gender and age, so that they accurately represent the actual demographic characteristics of the City

of La Canada Flintridge. Because of these statistical weighting procedures, the total of 400 respondents is represented in the tables as a weighted number of responses which equals 398.

Table 1. Methodology

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Technique	Telephone Interviewing
Universe	Adults Residents of La Canada Flintridge
Field Dates	February 3 <sup>rd</sup> through February 8 <sup>th</sup> , 2000
Interview Length	17 Minutes
Sample Size	400

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### *Types of Analysis*

The survey questions are presented with comments highlighting the important findings. Often these findings are presented in figures that graphically demonstrate the percentages of respondents who gave each response. Respondents are often grouped into categories, such as gender or household income, in order to examine the differences and similarities between their responses. The percentage of responses given by each subgroup of interest are presented in tables, which often follow the figures showing the overall distribution of responses. In addition, a full cross-tabulation of every question asked in the survey follows in Appendix B.

### *Naming Conventions*

The following naming and abbreviation conventions are referred to frequently in the substantive section of the report:

Table 2. Naming and Abbreviation Conventions

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Age	Individuals are grouped into one of the following age brackets: 18 - 29, 30 - 39, 40 - 49, 50 - 64 and 65+.
Children	Individuals are grouped according to whether or not they have at least one child in their home.
Education	Individuals reported the highest grade level they reported in school and are grouped as: High school or less, Some college, College grad or Graduate degree.
Ethnicity	Individuals are grouped according to their stated ethnic background (Asian, Caucasian and 'Other').
Gender	Male and female respondents are identified by their appropriate labels.
Income	Individuals are grouped into one of the following household income brackets: Less than 60K, 60K - 100K, 100K - 140K, 140K+ and refused.
Years in LCF	Respondents indicated the number of years they have lived in La Canada Flintridge and were grouped as 0 - 4, 5 - 9, 10 -14 and 15+.

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### *Understanding a 'Mean'*

In addition to analysis of response percentages, many results are discussed with respect to a descriptive 'mean', also referred to as a 'rating'. 'Means' ('ratings') are 'averages'. To derive a mean or rating that represents perceived importance of local issues (Question 2), for example, a number value is first assigned to each response category (e.g., 'very important' = +3, 'somewhat important' = +2, 'not too important' = 1 and 'not at all important' = 0). Each respondent's answer is then assigned the corresponding number (from 0 to +3 in this example), with respondents offering a 'Don't know' or 'No answer' response not included in the analysis. Finally, all respondents' answers are averaged to produce a number that reflects the average perceived importance of local issues. The resulting mean conveniently expresses the respondents' ratings of items (e.g., Questions 2, 4, 5, 6, 7, and 8) with single numeric figure, thereby making comparisons between items and interpretation of the data considerably easier.

### *Rotation of Questions*

To avoid the problem of systematic position bias - where the order in which a series of questions is asked influences the answers to some of the questions - several of the questions in this survey were randomized so that respondents were read each item within a question series in random order. The series of items within questions 2, 4, 5, 6, 7 and 8 were randomized to prevent systematic position bias.

### *Understanding the 'Margin of Error'*

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a city of 20,000 people. Because not all people in the population were surveyed, there are likely to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as 'sampling error' and they can be expected to occur regardless of how scientifically the sample has been selected. The advantage of using a scientifically drawn sample, however, is that the maximum amount of sampling error can be determined based on three factors: the size of the population, the sample size and the distribution of responses to a question.

Table 3 shows the possible sampling error for several distributions of results reported using a probability sample. The table shows that if a sample of 400 respondents is randomly drawn from the estimated 20,000, one can be 95 percent confident that the margin of error due to sampling will not vary by more than the indicated number of percentage points (plus or minus) from the result that would have been obtained if the interviews had been conducted with all people in the universe represented in the sample.

As the table indicates, the maximum margin of error for all aggregate responses is between 2.91 and 4.85 percent for the sample of 400 La Canada Flintridge residents. This means that for a given question answered by all 400 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the

total population is no greater than 4.85 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said 'yes' and 50 percent said 'no', one can be 95 percent confident that the actual percent of the population who would say 'yes' or 'no' is between 45.15 percent and 54.85 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 4.85 percent refers to questions, such as a 'yes' or 'no' question, where opinions are evenly split in the sample with 50 percent of respondents saying 'yes' and 50 percent saying 'no'. If that same question receives a response in which 10 percent of respondents say 'yes' and 90 percent say 'no', the margin of error would be no greater than 2.91 percent.

The margin of error for a given question depends on the number of people giving a particular answer. The previous examples use yes/no questions, where opinions split the sample in two. A more complicated question, with many possible responses will have some answers that are chosen by very few respondents, and this will increase the margin of error.

When we examine the responses given by a small subgroup of the overall sample, respondents between the ages of 18 and 24 for example, the sampling error associated with estimating their responses will increase. The smaller the subgroup within the sample, the greater the possibility that their answers will not accurately reflect those of the group they represent. In general, any group with fewer than fifty respondents or any answer with fewer than 5 respondents may produce results that are difficult to interpret due to the increased sampling error.

Table 3. Guide to Statistical Significance

<b>N</b>	<b>Distribution of Responses</b>				
	<b>90% / 10%</b>	<b>80% / 20%</b>	<b>70% / 30%</b>	<b>60% / 40%</b>	<b>50% / 50%</b>
<b>1000</b>	1.81%	2.41%	2.77%	2.96%	3.02%
<b>900</b>	1.91%	2.55%	2.92%	3.13%	3.19%
<b>800</b>	2.04%	2.71%	3.11%	3.32%	3.39%
<b>700</b>	2.18%	2.91%	3.33%	3.56%	3.64%
<b>600</b>	2.36%	3.15%	3.61%	3.86%	3.94%
<b>500</b>	2.60%	3.46%	3.96%	4.24%	4.33%
<b>400</b>	2.91%	3.88%	4.44%	4.75%	4.85%
<b>300</b>	3.37%	4.49%	5.15%	5.50%	5.61%
<b>200</b>	4.14%	5.52%	6.32%	6.75%	6.89%
<b>100</b>	5.86%	7.82%	8.96%	9.58%	9.77%
<b>50</b>	8.31%	11.07%	12.69%	13.56%	13.84%

### How to Read a Crosstabulation Table

The questions discussed and analyzed in this report are selected from a large number of possible combinations of the questions asked in the survey. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the following discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix B. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey.

An example crosstabulation table is shown below in Table 4. A short description of the item appears at the top of the table. The weighted number of responses (in this example,  $N = 398$ ) is presented in the first column of data under 'Overall'. In some cases only some respondents are asked a particular question when appropriate. The results for each answer is presented in the first column of data under 'Overall'. The number of respondents who gave each answer is presented and the percentage of the entire sample this number represents is just below the number of respondents. For example, among overall respondents, 76 people have lived in La Canada Flintridge for less than five years, and 76 represents slightly more than 19 percent of the 398 weighted responses to the question. Next to the 'Overall' column are other columns representing opinions of male and female respondents. The data from these columns are to be read in the same way as the data in the 'Overall' column, although each group makes up a smaller percentage of the entire sample.

Table 4. Example: Years in La Canada Flintridge x Gender

	Gender		
	Overall	Male	Female
Base	398	186	212
<b>0-4</b>	76 19.2%	40 21.4%	36 17.2%
<b>5-9</b>	65 16.4%	38 20.3%	27 13.0%
<b>10-14</b>	38 9.6%	19 10.1%	19 9.0%
<b>15+</b>	218 54.7%	89 48.1%	128 60.5%
<b>DK/NA</b>	1 0.2%	- -	1 0.4%

At the back of Appendix B the reader will find several tables of means for questions where a mean score is a useful way of representing the data. These means represent the average response of each group. For questions 2 and 4, for example, a scale of 0 to +3 was used, with 0 indicating responses of 'not at all important', +1 representing responses of 'not too important', +2 representing responses of 'somewhat important' and +3 representing responses of 'very important'. For Question 5, which pertains to level of satisfaction, a scale of -2 to +2 was used, with -2 indicating responses of 'very dissatisfied', -1 representing responses of

‘somewhat dissatisfied’, +1 representing responses of ‘somewhat satisfied’ and +2 representing responses of ‘very satisfied’. Question 8 examines respondents’ level of support for City funding of specific projects, and uses a scale of -2 to +2 as well, with -2 representing responses of ‘definitely oppose’, -1 representing responses of ‘probably oppose’, +1 representing responses of ‘probably support’ and +2 representing responses of ‘definitely support’. Responses of ‘don’t know’ and ‘no answer’ are not included in the means calculations.

*A Note on the Tables*

The tables and figures display results to the first decimal point. Within the discussion conventional rounding rules are applied, with numbers that include .5 or higher rounded to the next highest whole number and numbers that include .4 or lower rounded to the next lowest whole number. Due to rounding, the reader may notice that percentages in the discussion do not always add to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to the graphics requirement that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

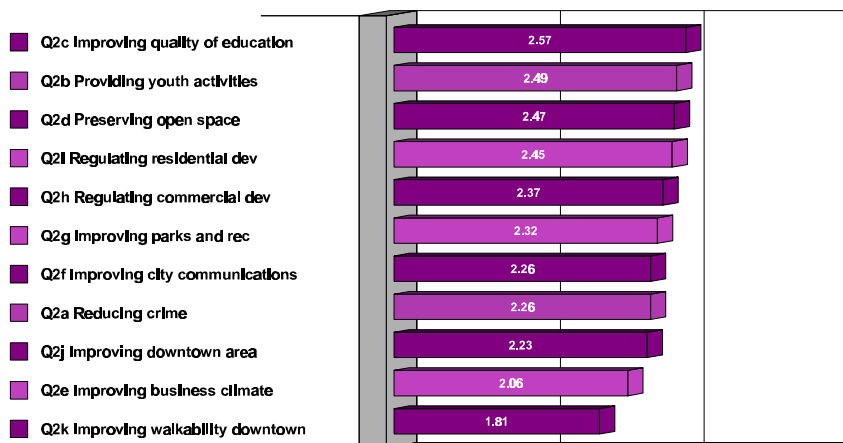
## Issues of Importance

*Q2. First, I'm going to read a list of issues. For each one, please tell me if you think the issue is very important, somewhat important, not too important or not at all important for the City of La Canada Flintridge.*

The first substantive question of the survey presented respondents with a series of issues facing residents in the City of La Canada Flintridge and asked the respondents to indicate the level of importance they assign to each issue. The responses were coded according to the following scale: 'very important' = +3, 'somewhat important' = +2, 'not too important' = +1 and 'not at all important' = 0. The responses were then averaged to form a mean score which indicates the average level of importance assigned to the issue by participants in the study. For example, a rating of +2 indicates that, overall, respondents felt the issue is 'somewhat important'. Each issue was scored according to the same scale so that each issue's rating can be meaningfully compared to the others.

Figure 1 illustrates how residents of La Canada Flintridge rate the various issues tested in the study. Residents viewed 'Improving the quality of education' as most important (2.57), followed by 'Providing youth activities' (2.49) and 'Preserving open space' (2.47). When compared to the other issues tested, 'Improving walkability along Foothill Boulevard' (1.81), 'Improving the business climate in La Canada' (2.06) and 'Improving the downtown area along Foothill Boulevard' (2.23) were rated as being somewhat less important. All issues, however, with the exception of 'Walkability along Foothill Boulevard', received a rating over +2, indicating that each was viewed as being at least 'somewhat important' by La Canada Flintridge residents.

Figure 1. Issues of Importance



Tables 5 and 6 illustrate how the level of importance assigned to each issue varies across age groups among residents. There are several notable differences. Respondents between the ages of 18 and 29 rated 'Providing youth activities' and 'Improving parks and recreation facilities' as the two most important issues. This may be due in part to the large portion of indi-

viduals under 30 who have young children (see Table 6), or they may see a personal benefit in these services. This age groups also rated 'Improving the quality of education' lower than the other age groups. Respondents who are 65 years of age or older regard 'Regulating residential development' and 'Regulating commercial development' as two of the three most important issues.

Table 5. Issues of Importance x Age

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	Overall	Age				
		18-29	30-39	40-49	50-64	65+
<b>Q2c Improving quality of education</b>	2.57	2.47	2.68	2.65	2.50	2.58
<b>Q2b Providing youth activities</b>	2.49	2.71	2.51	2.49	2.42	2.40
<b>Q2d Preserving open space</b>	2.47	2.57	2.57	2.37	2.44	2.47
<b>Q2i Regulating residential dev</b>	2.45	2.52	2.45	2.35	2.39	2.58
<b>Q2h Regulating commercial dev</b>	2.37	2.31	2.52	2.27	2.32	2.50
<b>Q2g Improving parks and rec</b>	2.32	2.63	2.40	2.50	2.10	2.15
<b>Q2f Improving city communications</b>	2.26	2.14	2.05	2.32	2.27	2.46
<b>Q2a Reducing crime</b>	2.26	2.32	2.32	2.22	2.10	2.47
<b>Q2j Improving downtown area</b>	2.23	1.85	2.37	2.24	2.27	2.40
<b>Q2e Improving business climate</b>	2.06	2.17	1.93	2.09	2.01	2.14
<b>Q2k Improving walkability downtown</b>	1.81	1.40	2.12	1.95	1.83	1.68

Table 6. Issues of Importance x Children

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	Overall	Children	
		Yes	No
Q2c Improving quality of education	2.57	2.70	2.47
Q2b Providing youth activities	2.49	2.58	2.42
Q2d Preserving open space	2.47	2.42	2.50
Q2i Regulating residential dev	2.45	2.45	2.44
Q2h Regulating commercial dev	2.37	2.37	2.37
Q2g Improving parks and rec	2.32	2.44	2.23
Q2f Improving city communications	2.26	2.21	2.31
Q2a Reducing crime	2.26	2.19	2.31
Q2j Improving downtown area	2.23	2.29	2.20
Q2e Improving business climate	2.06	2.02	2.10
Q2k Improving walkability downtown	1.81	2.02	1.67

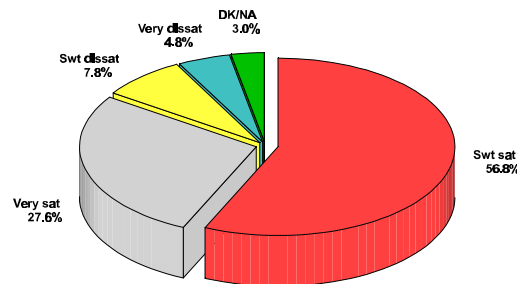
## City Services

*Q3. Generally speaking, are you satisfied or dissatisfied with the job the City of La Canada Flintridge is doing to provide programs, services and maintain public facilities?*

The next question addressed residents' overall level of satisfaction with the job the City of La Canada Flintridge is doing to provide city services. Because this question does not reference a specific program or facility and requests that the respondent consider the City's performance in general, the responses to the question can be viewed as a general performance rating for the City.

As shown in Figure 2, a large majority (85%) of residents reported they were either 'very satisfied' or 'somewhat satisfied' with the City's efforts to provide municipal services. Of the thirteen percent of respondents who are dissatisfied with the City's performance, eight percent reported they are 'somewhat dissatisfied' and five percent said they are 'very dissatisfied'. An additional three percent would not offer an opinion. The overall level of satisfaction among La Canada residents is comparable to the satisfaction ratings that GRA's many other municipal clients have received in recent surveys.

Figure 2. Overall City Satisfaction



Tables 7 through 9 show resident's satisfaction with the City's programs, services and facility maintenance among several subgroups. Individuals over the age of 50 were somewhat less satisfied with the City's performance. With respect to income, those who lived in households with an annual income of less than \$140,000 per year were more satisfied with the City's performance than either those who made more than \$140,000 or refused to indicate their income. Turning to an individual's length of residence, we find that those who have recently moved to the community (0 - 4 years) were somewhat more satisfied than those who were residents for more than four years. Satisfaction levels remained over 80 percent for long-time residents however, which suggests that the City has provided a consistent level of service for many years.



Table 7. City Satisfaction x Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
<b>Very sat</b>	110 27.6%	12 20.6%	23 33.2%	23 25.5%	27 27.7%	23 32.7%
<b>Swt sat</b>	226 56.8%	46 79.4%	40 57.3%	53 59.2%	47 47.3%	34 48.2%
<b>Swt dissat</b>	31 7.9%	- -	3 4.1%	7 7.3%	16 16.2%	5 7.1%
<b>Very dissat</b>	19 4.8%	- -	- -	5 5.3%	8 8.1%	6 8.0%
<b>DK/NA</b>	12 2.9%	- -	4 5.5%	2 2.7%	1 0.7%	3 3.9%

Table 8. City Satisfaction x Income

	Overall	Income				
		<\$60K	\$60K-\$100K	\$100K-\$140K	\$140K+	Refused
<b>Very sat</b>	110 27.6%	13 34.8%	11 19.9%	21 32.7%	11 14.7%	40 29.9%
<b>Swt sat</b>	226 56.8%	19 52.2%	43 74.8%	40 63.4%	47 62.7%	63 46.9%
<b>Swt dissat</b>	31 7.9%	3 9.3%	1 2.3%	1 1.2%	10 12.8%	15 11.4%
<b>Very dissat</b>	19 4.8%	1 3.7%	1 1.3%	1 1.2%	7 8.7%	8 6.4%
<b>DK/NA</b>	12 2.9%	- -	1 1.7%	1 1.6%	1 1.1%	7 5.4%

Table 9. City Satisfaction x Years in LCF

	Overall	Years in LCF			
		0-4	5-9	10-14	15+
<b>Very sat</b>	110 27.6%	31 40.2%	17 25.4%	9 24.7%	53 24.4%
<b>Swt sat</b>	226 56.8%	39 51.7%	36 55.0%	21 56.0%	129 59.0%
<b>Swt dissat</b>	31 7.9%	4 4.9%	8 12.0%	4 10.0%	16 7.3%
<b>Very dissat</b>	19 4.8%	1 1.1%	2 3.3%	2 4.4%	15 6.7%
<b>DK/NA</b>	12 2.9%	2 2.1%	3 4.2%	2 4.9%	5 2.5%

The next two questions in the survey addressed respondents' opinions of both the importance of specific services offered by the City and their satisfaction with the City's efforts to provide each service. Interviewers first asked respondents whether they think each service is 'very important', 'somewhat important', 'not too important' or 'not at all important'. The responses were coded according to the familiar importance scale ('very important' = +3, 'somewhat important' = +2, 'not too important' = +1 and 'not at all important' = 0). Respondents were next asked to identify their level of satisfaction with the City's efforts to provide each of the same services. Responses to this question were coded according to the following scale: 'very satisfied' = +2, 'somewhat satisfied' = +1, 'somewhat dissatisfied' = -1, 'very dissatisfied' = -2. The responses were averaged to form a rating that represents respondents' evaluations of the importance of each program or service and their level of satisfaction with the City's effort to provide that service or program.

*Q4. I'm going to ask you about a number of services provided by the City of La Canada Flintridge. For the following list of services, please tell me whether each service is very important, somewhat important, not too important, or not at all important. Here's the first/next one: \_\_\_\_\_ Do you think this service is very important, somewhat important, not too important or not at all important?*

Figures 3 and 4 display the importance ratings assigned to each of the services provided by the City. 'Fire protection and prevention' received the highest rating (2.85), followed by 'Offering library services' (2.66) and 'Maintaining roads and medians' (2.63). The least important of the services we tested were 'Providing music in the park' (1.72), 'Parking along Foothill Boulevard' (1.78), 'Promoting enhancement of the City's business district' (1.91) and 'Developing small neighborhood parks' (1.91).

Figure 3. Importance ratings (Tier I)

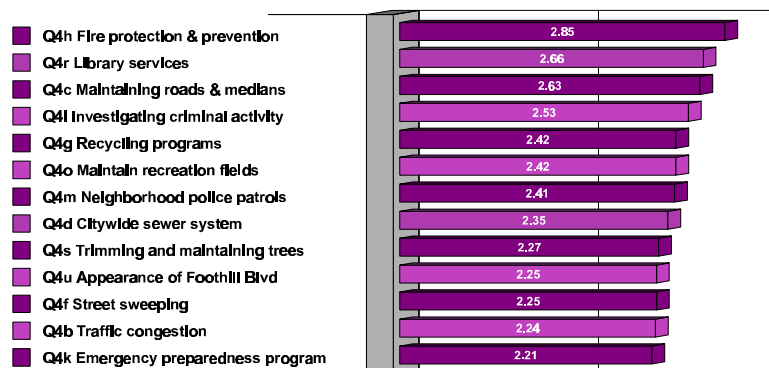
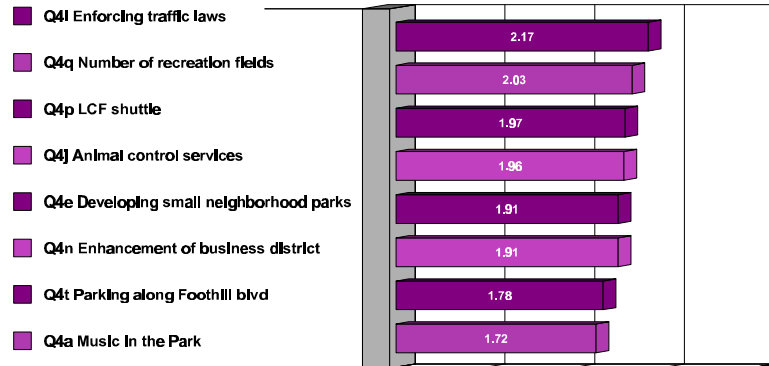


Figure 4. Importance ratings (Tier II)



Turning to the satisfaction component, Figures 5 and 6 show that respondents rated all of the services provided by the City positively. This indicates that, overall, residents are 'satisfied' as opposed to 'dissatisfied' with the many services and programs tested. The relative levels of satisfaction varied for the different services tested, however. Residents reported being most satisfied with the City's ability to 'Investigate criminal activity' (1.59) and to provide a 'Number of recreation fields' (1.42) and 'Animal control services' (1.37). Residents were less satisfied with the City's efforts to provide 'Street sweeping' (0.30), to 'Develop and maintain a citywide sewer system' (0.54) and to 'Maintain recreation fields' (0.63).

*Q5. Now I'm going to read you the same list of services, and I would like you to tell me if you are satisfied or dissatisfied with the City's provision of this service. \_\_\_\_\_ Are you satisfied or dissatisfied with the City's provision of this service?*

Figure 5. Satisfaction ratings (Tier I)

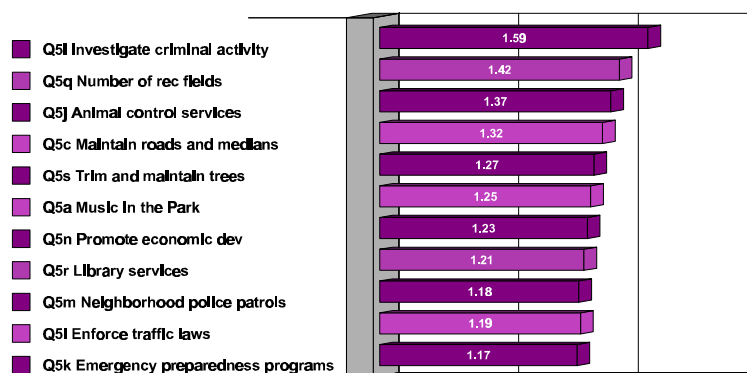
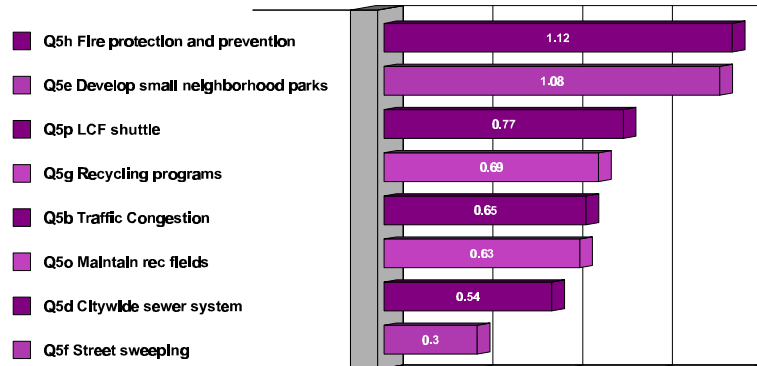


Figure 6. Satisfaction ratings (Tier II)



Having a measure of the importance of a service as well as a measure of respondents' satisfaction with the City's efforts to provide that service enables GRA to examine the relationship between these two measures and determine the areas where the City has the greatest opportunity, as well as the greatest need, to improve its services. The matrix on the next page plots the services tested on two dimensions, or axes. The horizontal axis shows the importance ratings, and the vertical axis shows the ratings for respondents' satisfaction with the service. The higher the rating, the more importance or satisfaction respondents assigned to a given issue.

The Satisfaction-Importance Matrix in Figure 7 shows how each issue tested in importance and satisfaction. The key to reading the Satisfaction-Importance Matrix is first to compare the level of satisfaction within one column of importance. For example, 'Providing neighborhood police patrols' received an importance rating that is comparable to the importance ratings of 'Providing recycling programs' and 'Maintaining recreational fields', yet 'Providing recycling programs' and 'Maintaining recreational fields' were each rated lower in satisfaction than 'Providing neighborhood police patrols'. This indicates that respondents see a need for service improvements in the provision of recycling programs and the maintenance of the City's recreational fields.

Since the City has limited resources, it is generally not possible to satisfy all residents regarding all services. Therefore the better goal is to have the highest satisfaction ratings occur for those services that residents view as most important. With this in mind, the following conclusions can be drawn from Figure 7. Items in the upper right portion of the figure (e.g., maintenance of roads and medians) are services that should be maintained at their current level (high importance and high satisfaction). Items in the lower middle and right half of the matrix (e.g., provision of a citywide sewer system) are items where 'improvement' is the focus (high importance and low satisfaction). Items in the left and upper portion of the fig-

ure (e.g., providing animal control services) are services the City may consider to be of lower priority if resources are limited (high satisfaction and low importance).

Figure 7. Satisfaction - Importance Matrix

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Although comparing the respective positions of the services in the Satisfaction-Importance matrix is a useful, graphic way of identifying primary candidates for service improvements, some readers may prefer a more quantitative approach. The same data is presented in Table 10 as a ratio for each service. The average level of satisfaction is divided by the average level of importance for each service. This produces a single number that describes the relationship between satisfaction and importance. The higher the satisfaction-importance ratio for a given service, the less need there is for the City to focus on improving the provision of that service. Conversely, the lower the satisfaction-importance ratio, the greater the need for the City to improve that service. Because each service was rated using the same scale within importance and satisfaction measures, satisfaction-importance ratios can be meaningfully compared for each service. In this way we can prioritize the services and programs we tested by the size of their satisfaction-importance ratio.

Table 10 offers the importance and satisfaction ratings for each service, and the satisfaction-importance ratios for each service tested in the survey. The items have been arranged in ascending order to provide a prioritized list. ‘Street sweeping’, ‘Developing and maintaining a citywide sewer system’ and ‘Maintaining recreation fields’ are at the top of this list, indicating that for these items, residents’ are less satisfied considering the level of importance they assign to these services.

Table 10. Satisfaction to Importance Ratios

Item	Satisfaction	Importance	Sat-Imp Ratio
Street sweeping	0.3	2.25	0.13
Citywide sewer system	0.54	2.35	0.23
Maintaining recreation fields	0.63	2.42	0.26
Recycling programs	0.65	2.42	0.27
Reducing traffic congestion	0.69	2.24	0.31
Fire protection and prevention	1.08	2.85	0.38
LCF shuttle	0.77	1.97	0.39
Providing library services	1.12	2.66	0.42
Maintaining local roads and medians	1.18	2.63	0.45
Neighborhood police patrols	1.17	2.41	0.49
Investigating criminal activity	1.27	2.53	0.50
Emergency preparedness programs	1.19	2.21	0.54
Trimming and maintaining trees	1.23	2.27	0.54
Enforcing traffic laws	1.21	2.17	0.56
Developing neighborhood parks	1.25	1.91	0.65
Promoting economic development	1.32	1.91	0.69
Animal control services	1.37	1.96	0.70
Number of recreation fields	1.42	2.03	0.70
Music In the Park	1.59	1.72	0.92

## Funding Mechanisms and Proposed Projects

*Q6. At this time, the City has the equivalent of one and a half times its yearly operating budget in reserve which it maintains for the return on investments or emergencies that may arise in the future. In order to fund upcoming projects, the City has the option of spending money from its reserves, using money from the limited operating budget, or establishing a local tax of some type. Assuming it was a project you favor, would you support or oppose the City: \_\_\_\_\_ to fund the project?*

Question 6 was designed to address the issue of funding for upcoming projects in La Canada Flintridge. With several options available, the City was interested in assessing the public's opinion of three potential sources of funding: spending money from its reserves, spending money from its limited operating budget or establishing some type of local tax. For each, respondents were asked if they would support or oppose the City utilizing that particular method of funding if the project was one they favored.

Spending money from the City's reserves and spending money from the budget received nearly identical support, with 58 percent in favor of each of these options. 'Local tax' received the lowest support among residents (37%), and garnished the strongest opposition (54%).

Table 11. Funding Approach

	Q6a Reserves	Q6b Budget	Q6c Local tax
<b>Support</b>	231 58.1%	232 58.3%	146 36.8%
<b>Oppose</b>	100 25.2%	99 24.9%	212 53.3%
<b>DK/NA</b>	67 16.8%	67 16.8%	40 9.9%

In order to further investigate the community's support for a local tax, the following two tables look at the responses to the previous question, and specifically 'local tax', for each level of household income and the age of the respondent. Table 12 shows that those individuals whose household income is more than \$100,000 were considerably more likely to support a local tax, whereas those whose household income is under \$100,000 were more likely to oppose it.

Table 12. Local Tax x Income

		Income				
		Overall	<\$60K	\$60K-\$100K	\$100K-\$140K	\$140K+
<b>Base</b>		398	37	58	63	74
<b>Support</b>		146 36.8%	11 28.7%	14 24.2%	29 45.5%	34 45.0%
<b>Oppose</b>		212 53.3%	22 59.3%	41 70.5%	29 46.2%	36 48.0%
<b>DK/NA</b>		40 9.9%	4 12.0%	3 5.3%	5 8.3%	5 6.9%



Respondents between the ages of 40 and 59 were the most supportive of a local tax, and those between 18 and 29 were least supportive.

Table 13. Local Tax x Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	398	58	70	89	99	70
<b>Support</b>	146 36.8%	11 18.4%	27 38.1%	50 56.7%	35 35.5%	22 31.1%
<b>Oppose</b>	212 53.3%	41 71.2%	35 49.6%	33 37.4%	56 56.4%	40 57.9%
<b>DK/NA</b>	40 9.9%	6 10.4%	9 12.4%	5 5.9%	8 8.1%	8 10.9%

*Q7. If the City were to establish a local tax, it can take several forms including a general obligation bond, a utility tax, a parcel tax or a benefit assessment. Assuming that the tax would fund a project that you favor, would you find the following types of taxes acceptable, not acceptable, or do you not have an opinion?*

The next question asked *only* those respondents who would support a local tax or were undecided about several particular tax mechanisms including a general obligation bond, a utility tax, a parcel tax or a benefit assessment.

Of the four tax mechanisms tested, general obligation bond received the highest level of support, with 43 percent of respondents indicating they found it an ‘acceptable’ funding option. A large percentage of respondents were undecided about their opinion regarding each of these tax methods. This may be because respondents were not familiar with the details of each taxation method, or they may have been reluctant to favor or oppose a tax without information regarding the specific details, such as the amount and duration of each tax.

Table 14. Types of Local Taxes

	Q7a General obligation bond	Q7b Utility tax	Q7c Parcel tax	Q7d Benefit assessment
<b>Acceptable</b>	80 43.0%	57 30.8%	56 30.0%	49 26.5%
<b>Not acceptable</b>	21 11.1%	64 34.3%	41 22.1%	23 12.6%
<b>No opinion</b>	85 45.9%	65 34.8%	89 47.9%	113 60.9%

*Q8. The City of La Cañada Flintridge has a list of projects that it is considering funding, some of which will require raising additional money. For each of the following projects, I would like you to tell me if you would support or oppose the City funding the project.*

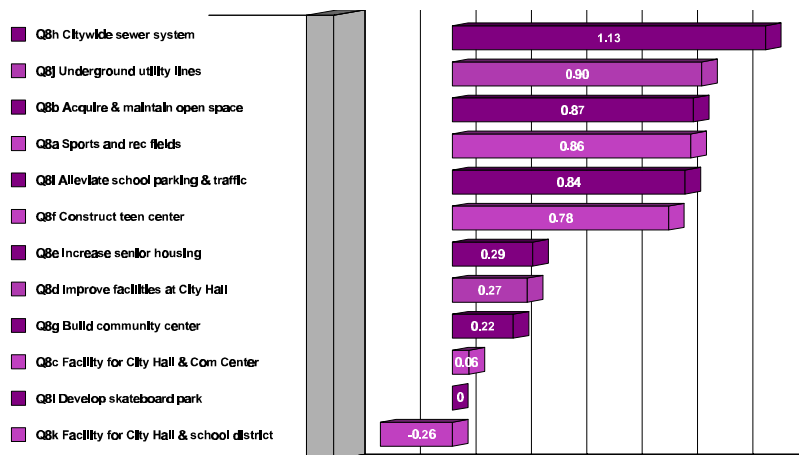
Interviewers next told respondents that the City is considering a list of projects, some of which may require raising additional funds. Interviewers read a list of proposed projects and asked respondents if they would support or oppose the City funding that particular project. The order in which the projects were read was randomized in order to avoid position bias. The results below are presented in terms of mean ratings, with responses of ‘definitely support’ assigned a value of +2, responses of ‘probably support’ assigned a value of +1,

responses of ‘probably oppose’ assigned a value of -1, and responses of ‘definitely oppose’ assigned a value of -2.

Figure 8 shows the proposed project with the most support was ‘Developing a citywide sewer system’ (1.13). This was the only project that received a score above 1.00, which indicates that respondents, on the average would ‘probably support’ the development of a citywide sewer system. ‘Undergrounding utility lines on Foothill Boulevard’ (.90) and ‘Acquiring and maintaining property for open space’ (.87) were the next highest rated projects and also approached the level of ‘probable’ support.

‘Building a facility for City Hall and the School District’ received a negative rating (-.26), revealing that on the average residents would oppose this project. ‘Developing a skateboard park’ (0) and ‘Building a facility for City Hall and a Community Center’ (.06) also received low ratings, showing little or no existing support for these projects. The low levels of support for projects including ‘Increase senior housing’, ‘Improve facilities at City Hall’, and building a ‘Community Center’, a ‘Facility for City Hall and a Community Center’, a ‘Facility for City Hall and the School District’, and a ‘Skateboard park’ offer a clear picture of the level of priority residents assign these projects.

Figure 8. Proposed Spending Projects

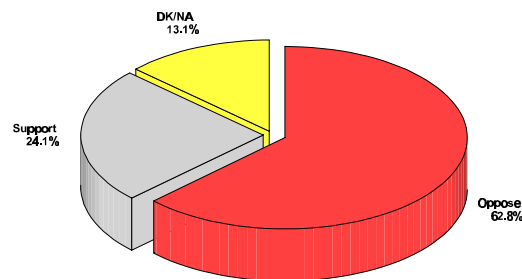


*Q9. The State of California is constructing freeway sound walls in cities throughout the state based on a priority list of cities. Currently, the City of La Cañada Flintridge is very far down on this list, which means sound walls will not be built in the City for many years. Would you support or oppose the City paying 500 thousand dollars per mile to the State to be able to receive the sound walls much sooner?*

The next question required a brief introduction and thus was separated from the previous list of proposed projects. The interviewer explained that the State of California is constructing freeway sound walls in cities throughout the state based on a priority list. Interviewers further explained that currently the City of La Canada Flintridge is very far down on this list, which means sound walls will not be built in the City for many years. Interviewers then asked respondents if they would support or oppose the City paying \$500,000 per mile to have sound walls constructed sooner than currently planned by the State.

Figure 9 shows that the majority (63%) of residents are opposed the City paying \$500,00 per mile to erect the sound walls sooner. About one-fourth would support it and an additional 13 percent are undecided on their position.

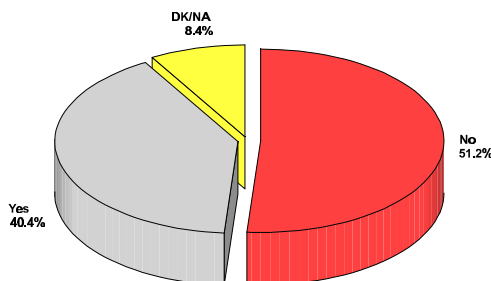
Figure 9. Sound wall Construction



*QD. The City and the District are exploring the feasibility of a pilot bus program to provide school transportation. The program would be subscriber based and parents would contract directly with the bus service provider. Would you be interested in subscribing to such a program?*

Another project addressed by the survey is the introduction of a subscriber-based school bus service. The following question was asked only of those respondents who have school-age children living in their home. Figure 10 shows that about half the respondents (51%) would not be interested in subscribing to the bus service, whereas forty percent are interested and eight percent are undecided.

Figure 10. Subscriber-based School Bus Program



## Community Facilities

*Q10. Have you or any other member of your household ever participated in any of the programs or the pre-school at the Roger Barkley Community Center, formerly known as the Youth House?*

The next series of questions addressed respondents' use of the Roger Barkley Community Center. The figure below shows that just over half (54%) of respondents reported that they or someone living with them had participated in a program at the Community Center or used the pre-school at the Center.

Figure 11. Community Center Participation

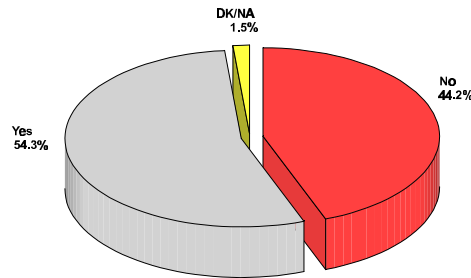


Table 15 looks at household Community Center usage by two household demographics: children in the home and income. Households with children were slightly more likely to have participated in a program at the Community Center. This difference, however, is somewhat smaller than one might expect, and smaller than GRA generally finds with community program participation. With respect to household income, those in the \$60,000 to \$100,000 range were less likely to have participated in a program at the Community Center than either those with higher or lower household incomes.

Table 15. Community Center Participation x Children & Income

	Overall	Children		Income				
		Yes	No	<\$60K	\$60K-\$100K	\$100K-\$140K	\$140K+	Refused
Base	398	165	230	37	58	63	74	133
Yes	216 54.2%	95 57.4%	119 51.8%	24 64.8%	20 34.6%	43 68.6%	46 62.3%	63 47.5%
No	176 44.3%	64 39.0%	111 48.2%	13 35.2%	38 65.4%	19 29.8%	28 37.7%	66 49.5%
DK/NA	6 1.5%	6 3.5%	- -	- -	- -	1 1.6%	- -	4 3.0%

*Q11. The Roger Barkley Community Center is considering renovating its facilities. Which of the following would you prefer to see added to the Center?*

Question 11 asked all respondents what additions they would most like to see made to the Roger Barkley Community Center. Respondents were offered three choices: a Teen Center, a Senior Citizen's Center or more rooms for the after-school programs. Respondents also had the option of indicating any additions that were not one of the three listed. 'A Teen Center' (34%) and 'Rooms for After-school Programs' (32%) were the most popular choices. Of the seven percent that indicated an alternative addition (other), the most frequently requested item was a multi-purpose room (i.e., one room that could serve several purposes).

Figure 12. Proposed Additions to the Roger Barkley Community Center

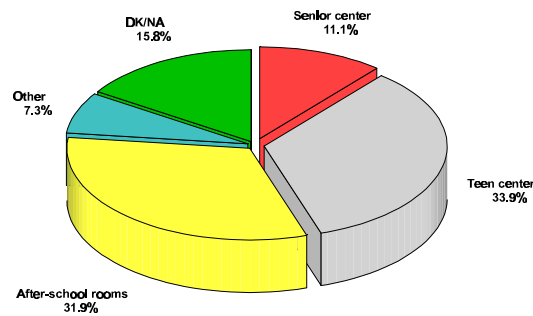


Table 16 provides quantitative support for some intuitive predictions. Those in households with at least one child are much more likely to favor a teen center than those without children. Respondents with children are also somewhat more likely to support after-school rooms. Support for a Senior Center was much higher for individuals over the age of 50 than younger respondents.

Table 16. Proposed Additions x Children & Age

	Overall	Children		Age				
		Yes	No	18-29	30-39	40-49	50-64	65+
Base	398	165	230	58	70	89	99	70
Teen center	135 33.8%	70 42.6%	64 27.9%	20 34.4%	17 24.9%	48 54.1%	32 32.8%	13 18.5%
Senior center	44 11.2%	11 6.5%	34 14.7%	3 5.6%	4 5.5%	5 5.7%	14 13.8%	17 24.0%
After-school rooms	127 31.9%	58 35.0%	69 30.1%	29 49.8%	35 50.4%	22 24.2%	25 25.3%	15 22.1%
Other	29 7.4%	11 6.9%	18 7.8%	5 7.8%	3 4.2%	8 8.7%	10 10.1%	2 3.1%
DK/NA	63 15.7%	15 9.0%	45 19.5%	1 2.4%	10 15.0%	7 7.3%	18 17.9%	23 32.4%

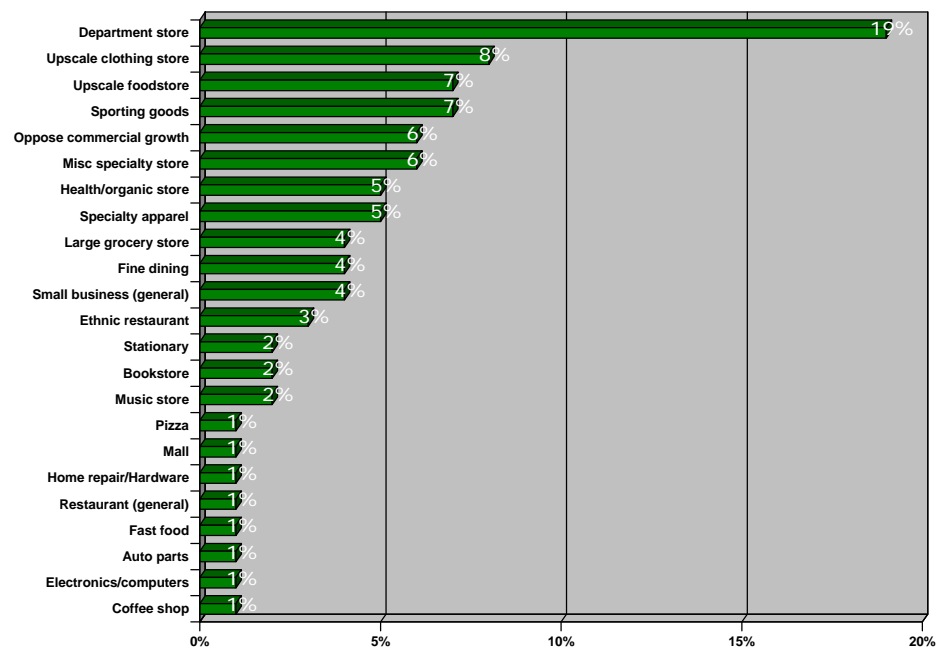
## Zoning and Planning

*Q12. The City is interested in the type of businesses residents would like to see available locally. What type of store would you most like to see come to La Canada Flintridge?*

In Question 12, respondents were asked to indicate what type of business(es) they would like to see in the La Canada Flintridge area. This question was asked in an open-ended manner so that respondents answered in their own words rather than responding to a list of options. The businesses mentioned by respondents are shown in Figure 13, along with the percentage of respondents who mentioned each business. Note that because respondents were allowed to mention up to two businesses, the percentages reflect the *percent of respondents* that indicated the issue. Thirty-five percent of respondents did not offer a response to this question (not shown in Figure) and since the remaining 65 percent were allowed more than one response, the percentages do not add to 100.

The most frequently mentioned type of business that residents would like to see locally was a department store. Some respondents specified a store such as *Nordstrom's* or *Macy's*, and others simply mentioned "a large department store". 'Upscale clothing store' was also frequently mentioned (8%). This included stores such as *Banana Republic* and *Gap*. Upscale food stores such as *Gelson's* and *Bristol Farms* were mentioned by seven percent of residents, and a large sporting goods store, such as *Sports Chalet* was also suggested by seven percent of residents. Six percent of residents interviewed indicated they were opposed to commercial growth in the area.

Figure 13. Business Preferences

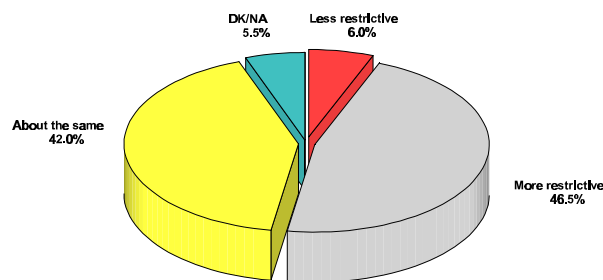


*Q13. Do you think the City should be more or less restrictive on hillside development, less restrictive on hillside development, or about the same as it is now?*

A substantial part of the research objectives for this study focus on residents' opinions concerning zoning issues in La Canada. The next series of questions addressed these issues. Question 13 asked respondents whether they felt the City should be more or less restrictive with respect to hillside development.

Almost half (47%) the respondents feel the City should be more restrictive on hillside development. Forty-two percent said the City should remain 'about the same' on its restriction, and only six percent said the City should be less restrictive.

Figure 14. Hillside Development



The length of a respondents' residence in La Canada and their age mark considerable differences in opinion regarding the City's stance toward hillside development. Long-time residents of the City (15+ years) were more likely to support more restriction of hillside development than those who had lived in the City less than 15 years. In particular, those who had lived in La Canada Flintridge for less than five years were much less likely to support strict limits on hillside development. Interestingly however, respondents between the ages of 18 and 29 were the most supportive of the City being more restrictive on hillside development compared to other age groups, followed by those over the age of 65.

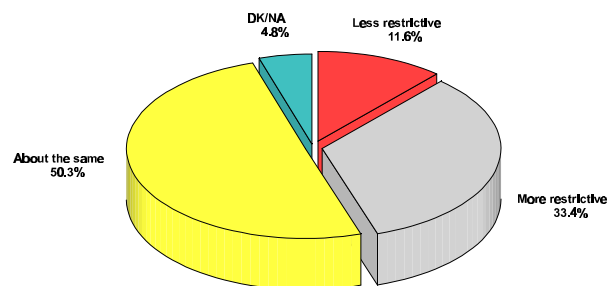
Table 17. Hillside Development x Years in LCF & Age

	Overall	Years in LCF				Age				
		0-4	5-9	10-14	15+	18-29	30-39	40-49	50-64	65+
Base	398	76	65	38	218	58	70	89	99	70
More restrictive	185 46.4%	22 29.2%	28 43.5%	12 32.7%	121 55.5%	38 65.8%	21 30.3%	34 38.3%	48 48.4%	35 50.9%
Less restrictive	24 6.1%	11 14.4%	4 5.9%	2 4.8%	8 3.6%	3 5.6%	7 9.4%	9 10.5%	1 1.2%	2 3.1%
About the same	167 42.0%	38 49.9%	28 43.4%	22 57.7%	79 36.2%	17 28.6%	38 54.6%	39 44.3%	45 45.9%	26 37.0%
DK/NA	22 5.5%	5 6.5%	5 7.3%	2 4.8%	10 4.7%	- -	4 5.6%	6 6.8%	5 4.6%	6 9.0%

*Q14. The City currently places some limits on the architectural design and appearance of hillside residential buildings in the City. Do you think the City should be more restrictive, less restrictive, or about the same as it is now in establishing limits on the architectural design and appearance of residential buildings?*

Question 14 asked respondents if they felt the City should be more or less restrictive on the architectural design and appearance of hillside residential buildings. Half of the residents surveyed (50%) said they felt the City should remain 'about the same' on its policies for the regulation of architectural design and development of hillside properties. Thirty-three percent felt the City should be more restrictive and 12 percent thought the City should be less restrictive.

Figure 15. Design and Appearance Limitations on Hillsides



The table below looks at years of residence and age of the individual. Similar to hillside development, long-time residents (15+ years) were again more in support of stronger restrictions on hillside architectural design and development than other residents. Older individuals (especially those over 65) were also more likely to support more strict limits on hillside design than other age groups.

Table 18. Hillside Design Limitations x Years in LCF & Age

		Years in LCF				Age				
	Overall	0-4	5-9	10-14	15+	18-29	30-39	40-49	50-64	65+
Base	398	76	65	38	218	58	70	89	99	70
More restrictive	133 33.4%	20 26.6%	21 32.0%	10 25.4%	81 37.3%	14 24.6%	18 26.1%	29 32.9%	36 36.2%	28 40.9%
Less restrictive	46 11.6%	11 14.9%	10 15.4%	7 17.7%	18 8.3%	8 13.6%	8 11.0%	16 17.6%	8 8.6%	3 5.0%
About the same	200 50.2%	39 51.2%	30 46.4%	21 54.7%	110 50.3%	36 61.8%	40 57.3%	36 40.6%	50 50.6%	36 51.3%
DK/NA	19 4.9%	6 7.4%	4 6.2%	1 2.1%	9 4.1%	- -	4 5.6%	8 8.9%	5 4.6%	2 2.9%



*Q15. The City currently does not place limits on the architectural design and appearance of residential buildings that are not located on the hillsides. Do you think the City should place limits on the architectural design and appearance of non-hillside residential buildings?*

In contrast to Question 14, which asked about architectural design and the appearance of *hillside* residential buildings, Question 15 addressed whether or not residents of La Canada Flintridge would be interested in placing such limits on buildings *not* located on hillsides. About half (51%) indicated they would be interested in the City placing limits on non-hillside buildings. Forty-one percent did not want limits placed on these buildings and eight percent were undecided.

Figure 16. Design and Appearance Limitations on Non-Hillsides

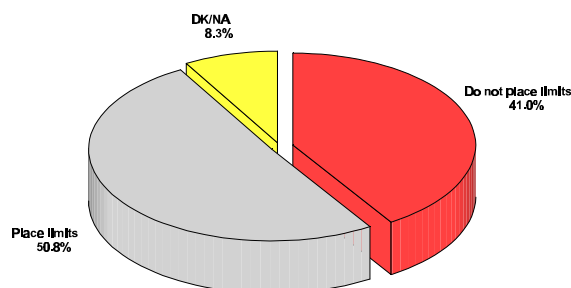


Table 19 demonstrates the effects of length of residence in La Canada and age with respect to a respondent's opinion regarding the City placing limits on architectural design and appearance of buildings not located on hillsides. Those who have resided in La Canada Flintridge for ten or more years are more likely to support placing limits on design than those who have been residents for less than ten years. Individuals over the age of 50 are also more likely to be in favor of such restrictions than respondents under 50 years old.

Table 19. Non-hillside Design Limitations x Years in LCF & Age

	Overall	Years in LCF				Age				
		0-4	5-9	10-14	15+	18-29	30-39	40-49	50-64	65+
Base	398	76	65	38	218	58	70	89	99	70
Place limits	202 50.8%	34 44.8%	28 43.2%	21 56.4%	118 54.0%	14 23.8%	35 49.6%	42 46.8%	57 57.8%	46 66.3%
Do not place limits	163 40.9%	35 45.9%	31 47.4%	11 29.0%	86 39.5%	40 68.2%	24 34.0%	40 45.5%	37 37.8%	18 25.8%
DK/NA	33 8.2%	7 9.3%	6 9.4%	6 14.6%	14 6.5%	5 8.0%	11 16.4%	7 7.8%	4 4.4%	5 7.9%

*Q16. Do you think the City should be more restrictive, less restrictive, or about the same as it is now on regulating the construction of large mansion-type houses on standard-size lots?*

One of the issues of zoning regulation facing La Canada, and many other California cities is "mansionization", the practice of building one large "mansion" that extends to the edges of a residential lot. Respondents were asked whether they felt the City should be more or less restrictive concerning "mansionization" in the City. Almost two-thirds of the respondents believe that the City should be more restrictive (64%) and only nine percent say it should be

less restrictive. One-quarter (25%) feel the City should continue with the same level of regulation on the matter.

Figure 17. Mansion-type Housing

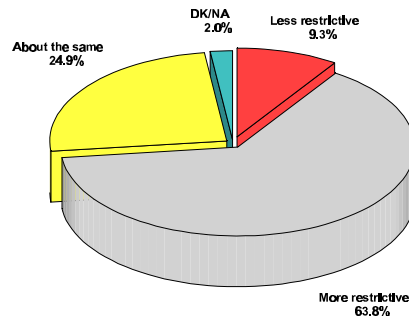


Table 20 looks at the responses to Question 16 across household income level. Support for more restrictive limits on mansionization was high for all income levels, however those whose income is above \$140,000 and those who refused to state their annual household income were less likely to support limits on mansionization. While no direct conclusions can be made as to those who refused to indicate their income, it has been shown in past research that individuals who refuse to disclose their annual income are predominantly in the upper ten percent range of household incomes. This finding, combined with an examination of the Census figures regarding the income distribution in La Canada Flintridge, suggests that the respondents who refused to disclose their income are likely to fall into the upper income brackets. Thus, it is not surprising these individuals would be more likely to have an interest in mansionization similar to those residents in the upper income bracket, and that both groups are somewhat less supportive of increasing regulation by the City on this phenomenon.

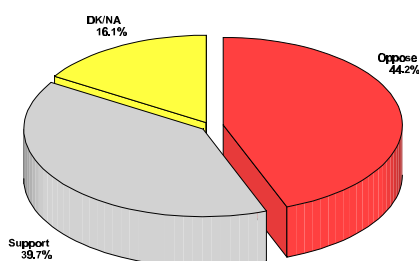
Table 20. Mansionization x Income

		Income				
	Overall	<\$60K	\$60K- \$100K	\$100K- \$140K	\$140K+	Refused
Base	398	37	58	63	74	133
More restrictive	254 63.8%	25 67.6%	45 78.7%	42 66.4%	52 70.0%	76 57.3%
Less restrictive	37 9.2%	3 7.3%	3 5.2%	2 2.6%	8 11.3%	16 12.3%
About the same	99 25.0%	8 23.1%	9 16.1%	18 29.5%	13 17.8%	36 27.3%
DK/NA	8 2.0%	1 2.0%	- -	1 1.6%	1 0.9%	4 3.1%

*Q17. Do you support or oppose the development of upscale, "Orange Grove Boulevard" type senior housing along the Foothill Boulevard corridor in La Canada Flintridge?*

Question 17 asked respondents if they support or oppose the development of upscale senior housing along Foothill Boulevard. Forty percent said they support the development of the senior housing and forty-four percent were opposed.

Figure 18. Senior Housing on Foothill Boulevard



Support for the development of senior housing varied across age groups, but not in a predictable manner. The table below indicates those between the ages of 50 and 64 were the most supportive (53%), but surprisingly, those over the age of 65 were much less supportive (35%) of senior housing along Foothill Blvd.

Table 21. Senior Housing x Age

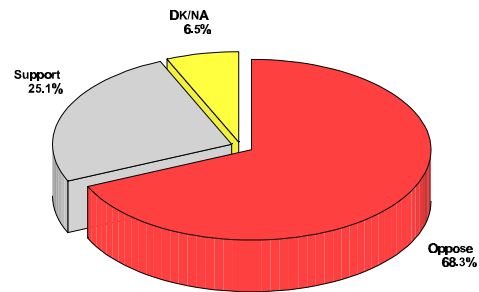
	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	398	58	70	89	99	70
Support	158 39.8%	14 23.8%	27 38.5%	35 39.7%	52 52.8%	24 34.8%
Oppose	176 44.2%	43 73.8%	24 34.1%	38 42.7%	32 32.7%	33 47.2%
DK/NA	64 16.1%	1 2.4%	19 27.4%	16 17.6%	14 14.5%	12 17.9%

*Q18. Do you support or oppose the use of City funds to refurbish the storefront appearance of private commercial properties along Foothill Boulevard?*

The next question asked respondents if they support or oppose the use of City funds to refurbish storefronts of commercial properties along Foothill Boulevard. The majority (68%) of residents were opposed to the use of City funds for this purpose. Early in the survey, the series of questions regarding general issues of importance to the City of La Canada revealed that 'Improving the walkability downtown', 'Improving the business climate' and 'Improving the downtown area' were rated among the lowest of the local issues tested. Thus, the finding that many residents oppose the use of City funds for such improvements is not surprising.

Figure 19. City Funding for Commercial Property Refurbishment

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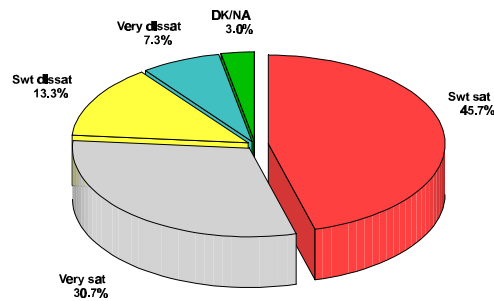


## City-Resident Communications

*Q19. Are you satisfied or dissatisfied with the City's effort to communicate with La Canada Flintridge residents through newsletters, the Internet and other means?*

Question 19 was the first of several questions designed to explore the effectiveness of the City's communication with its residents. Specifically, it asked respondents if they are satisfied with the City's efforts to communicate with residents through newsletters, the Internet and other means. Almost one-third (31%) of residents were 'very satisfied' and 46 percent were 'somewhat satisfied'. Twenty percent were either 'somewhat dissatisfied' or 'very dissatisfied'. An additional three percent were undecided.

Figure 20. Satisfaction With City Communication Efforts

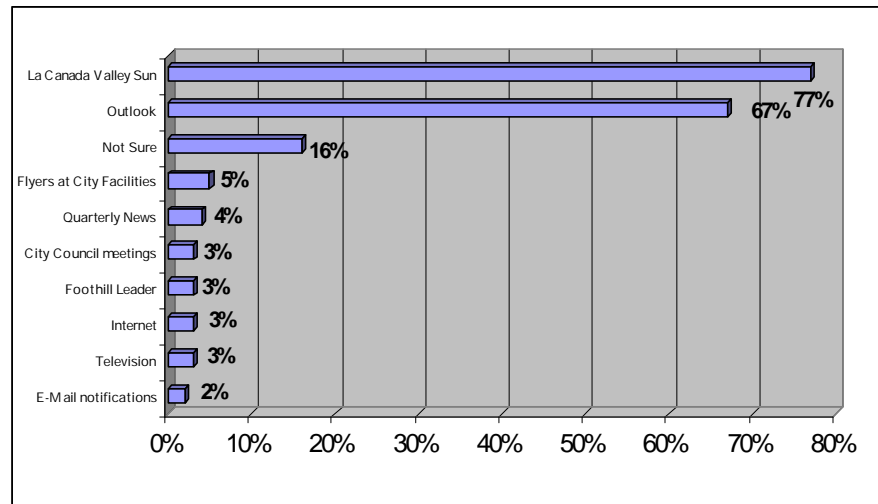


*Q20. What information sources do you use to find out about City news, information and programming?*

Question 20 asked respondents to name the information sources they use to find out about City news, information and programming. Interviewers were instructed to record up to two answers from each respondent, and thus, the values indicate the *percentage of individuals* who indicated that particular source. The figure below presents the data for the ten most frequently cited sources.

*La Canada Valley Sun* (77%) and *Outlook* (67%) were by far the most referenced source for City information. Sixteen percent were unable to name a particular source of information. Flyers were cited by six percent of respondents, the Quarterly News was mentioned by nine percent, and City Council Meetings were named as the source of City news, information and programming for three percent of respondents.

Figure 21. Information Sources

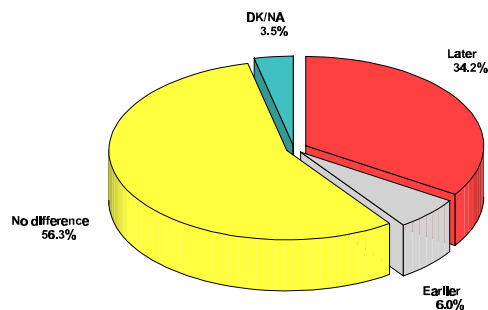


The next six questions were designed to collect information that can be used to offer City Council Meetings at a time, day of the week and in a method that best suits its residents. The first of these concerned the time of the meetings.

*Q21. The City would like to make City Council meetings more available to its residents. The City Council meetings are currently held on the first and third Mondays of each month at 6:00pm. Would you be more likely to attend these meetings if they were held earlier or later on Monday nights?*

City Council meetings are currently held on the first and third Mondays of each month at 6:00 pm. Interviewers asked respondents if they would be more likely to attend these meetings if they were held earlier or later on Monday nights. The majority (56%) said the time made 'no difference'. Of the forty percent who indicated a preference, thirty-four percent said they would like the meetings to be held later (after 6:00) in the evening, and six percent preferred the meetings to be held earlier.

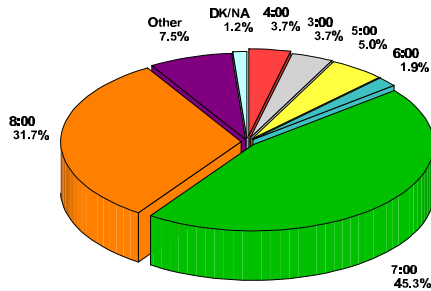
Figure 22. Time Preferences Regarding City Council Meetings



Those respondents who expressed a preference for an earlier or later time for City Council Meetings were asked what specific time would be most convenient. Figure 23 illustrates that forty-six percent said the most convenient time for the meetings to be held would be at 7:00 PM, and thirty-two percent said 8:00 PM.

*Q21b. What time would be most convenient for you to attend City Council meetings?*

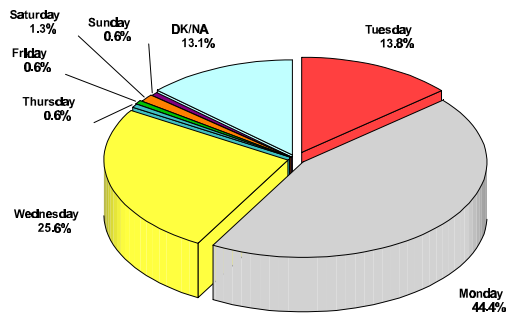
Figure 23. Time Preferences for City Council Meetings



Question 21c was also asked only of those respondents who indicated a preference to hold City Council Meetings at a time other than 6:00 the first and third Monday of each month. The figure below shows that forty-five percent would like to see the meetings continue to be held on Mondays. Twenty-six percent favored Wednesday, and an additional 14 percent favored Tuesday as the most convenient day for City Council Meetings.

*Q21c. What day of the week would be most convenient?*

Figure 24. Day Preferences for City Council Meetings

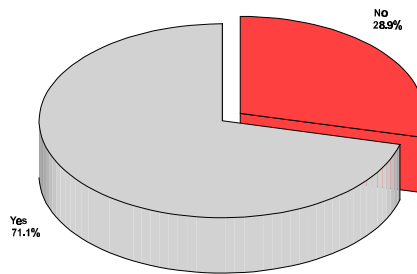


*Q22. Do you currently subscribe to cable television?*

To approach the possibility of televising the City Council Meetings on cable, Question 22 first asked respondents if they currently subscribed to cable. Figure 25 shows that 71 percent of residents surveyed were cable subscribers. Twenty-nine percent said they did not subscribe to cable television.

Figure 25. Cable Television Subscriber

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*Q23. Are you interested in seeing the City Council Meetings televised?*

We next asked all respondents whether or not they would be interested in seeing the City Council Meetings televised. The figure below indicates that just over half (53%) said they were interested in seeing the meetings televised, whereas forty-four percent said they would not be interested, and an additional three percent were uncertain.

Figure 26. Interest In Televised City Council Meetings

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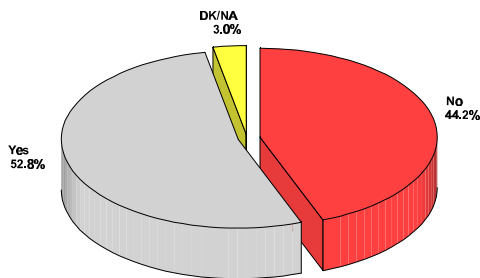


Table 22 shows that forty-five percent of those who were not cable subscribers said they would like to see the meetings televised. This finding does not indicate, however, that these individuals would subscribe to cable in order to view to televised meetings.



Table 22. Televised Meetings x Cable Subscription

	Overall	Q22 Cable subscriber	
		Yes	No
Base	398	283	115
Yes	210 52.7%	157 55.6%	53 45.6%
No	176 44.2%	115 40.5%	61 53.2%
DK/NA	12 3.1%	11 3.9%	1 1.2%

*Q23b. There may be a cost passed on to cable subscribers to see City Council meetings televised. Would you be willing to pay a monthly charge of approximately \_\_\_\_\_ on your cable bill for this service?*

Question 23b was presented only to those who indicated they would be interested in seeing the City Council Meetings televised. Respondents were asked if they would be willing to pay a monthly charge on their cable bill to see the Council Meetings televised. Table 23 shows that even at the highest amount tested (\$1.00), seventy percent indicated they would be willing to pay to see City Council Meetings. At the level of 75 cents, support raises to 76 percent overall, and support raises only slightly more (77%) at the 50 cent level. It is very important to remember that the question was asked only of those who said indicated would like to see the meetings televised. Thus, at the lowest cost level of 50 cents, seventy-seven percent of those who would like to see the meetings televised equals 40 percent of all the respondents surveyed.

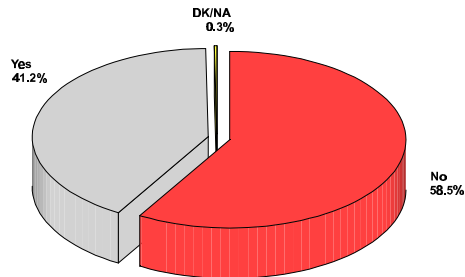
Table 23. Willingness to Pay for Televised Meetings

	\$1.00	\$ .75	\$ .50
Yes	147 69.9%	159 75.7%	162 77.2%
No	53 25.5%	41 19.4%	36 17.0%
DK/NA	10 4.6%	10 4.9%	12 5.8%

*Q24. Have you visited City Hall in the last year?*

Question 24 asked respondents if they had visited City Hall in the last year. Figure 27 shows that 41 percent of the respondents had visited City Hall in the last year and 59 percent had not.

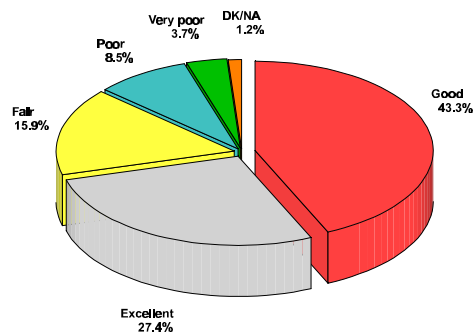
Figure 27. City Hall Visits



*Q24b. Would you say your overall experience was excellent, good, fair, poor or very poor?*

Question 24b was asked only of those respondents who indicated they had visited City Hall in the last year. Respondents were asked to rate their experience at City Hall as either 'excellent', 'very good', 'fair', 'poor' or 'very poor'. Figure 28 indicates that over two-thirds (70 %) described their experience as either 'excellent' or 'very good'. A substantial portion (28%), however, said their experience was 'fair' or 'poor', or 'very poor'.

Figure 28. City Hall Experience



*Q25. Do you have access to the Internet?*

All respondents were asked whether or not they had access to the Internet. A large percentage of respondents (82%) have access to the Internet. Less than one in five, 18 percent, indicated they do not have access.

Figure 29. Internet Access

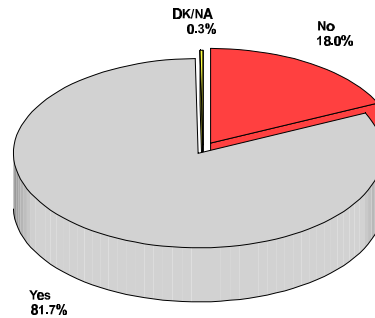


Table 24 shows Internet access by the respondents' education level and age. Those with a college degree or more were more likely to have access to the Internet than those who did not have a college degree. Age was also an important factor, with a much higher percentage of individuals under the age of 50 accessing the Internet than those over the age of 50 and just half of those over the age of 65 have access to the Internet.

Table 24. Internet Access x Education Level &amp; Age

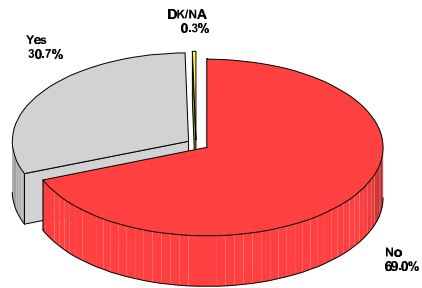
		Education					Age				
		Overall	HS or less	Some college	College grad	Grad degree	18-29	30-39	40-49	50-64	65+
Base		398	35	76	173	110	58	70	89	99	70
Yes		326 81.8%	23 67.7%	52 68.1%	149 86.0%	99 90.2%	54 92.2%	63 90.5%	83 92.9%	83 84.2%	33 47.8%
No		72 18.0%	11 32.3%	24 31.9%	23 13.6%	11 9.8%	5 7.8%	7 9.5%	6 7.1%	15 15.1%	36 52.2%
DK/NA		1 0.2%	- -	- -	1 0.4%	- -	- -	- -	- -	1 0.7%	- -

*Q25b. Have you ever visited the City of La Canada Flintridge Homepage?*

Of those respondents who do have access to the Internet, only 31 percent have visited the City's website, and the remaining 69 percent of respondents with Internet access had not. Since 88 percent of the respondents have access to the Internet, we can calculate that approximately 27 percent of residents have visited the City's website.

Figure 30. Visited City Homepage

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## Demographics

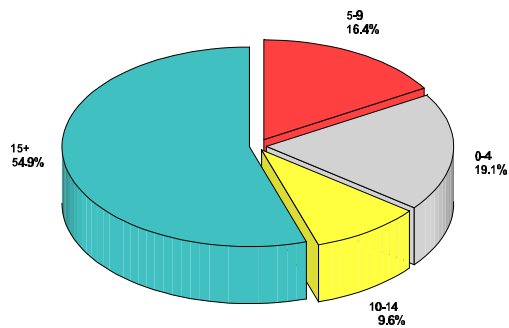
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Figures 31 through 39 present a graphic representation of the demographic composition of the sample. Our sample is generally representative of the population of residents of La Canada Flintridge. Although the primary motivation for collecting the demographic information was to provide a better insight into how responses to the substantive questions of the survey vary across demographic characteristics, this information is also useful for better understanding the profile of the City's residents as a whole.

*Q1. To begin, how many years have you lived in La Canada Flintridge?*

Figure 31. Years of Residence

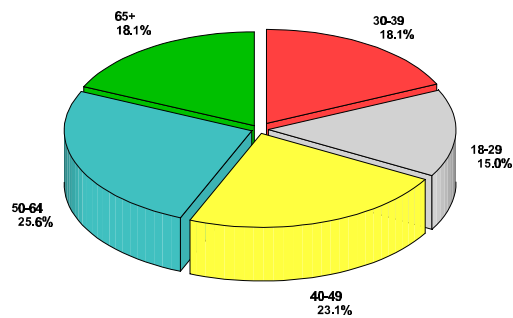
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*QA. In what year were you born?*

Figure 32. Age

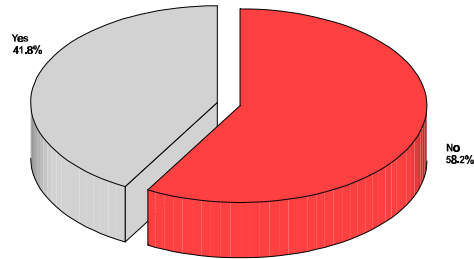
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*QB. Do you currently have children under the age of 18 living at home?*

Figure 33. Children Under 18 in the Home

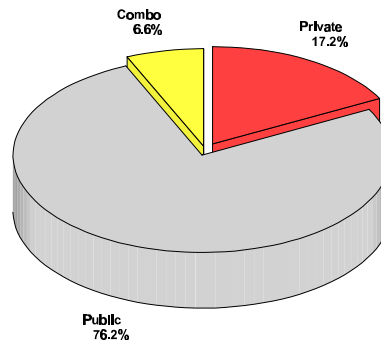
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*QC. Do the children attend a public or private school?*

Figure 34. Type of Schooling

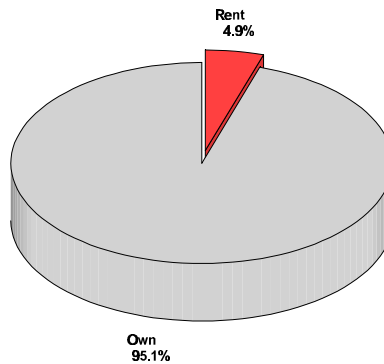
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*QE. Do you own or rent your home?*

Figure 35. Home Ownership

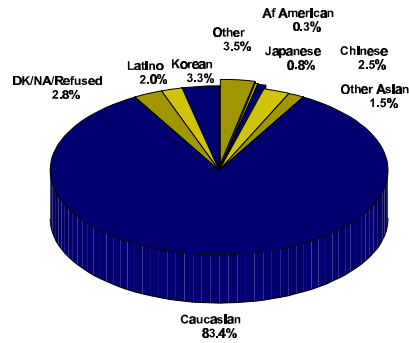
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*QF. Which of the following categories best describes your ethnicity?*

Figure 36. Ethnicity

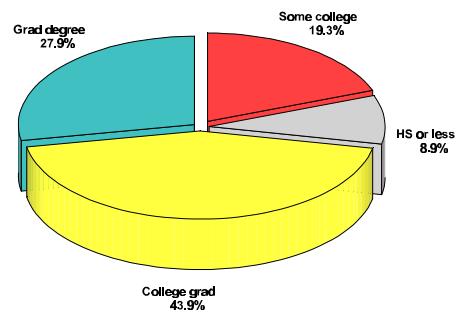
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*QG. What is the last grade or level you completed in school?*

Figure 37. Education Level

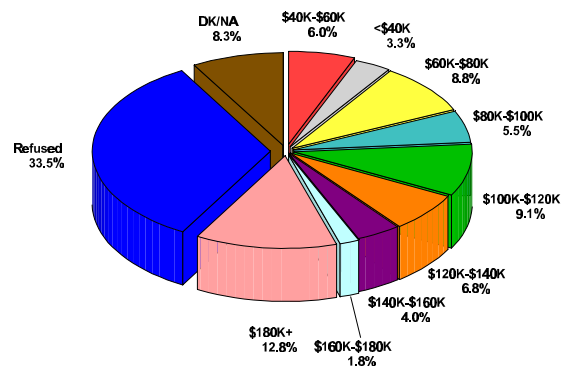
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*QH. What was the total income of your household before taxes in 1999?*

Figure 38. Household Income

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## Appendix A: Toplines

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## Appendix B: Crosstabulations

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